



MEDIA RELEASE

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CITY OF BURLINGTON AWARDED NATIONAL RECOGNITION IN COMMUNICATIONS

Milwaukee, WI- The City-County Communications & Marketing Association (3CMA) announced the 2018 winners of its national Savvy Awards Competition during a ceremony in Milwaukee, WI on Thursday, Sept. 6. The Savvy Awards program recognizes outstanding local government achievement in communications and citizen-government relationships.

The Savvies salute skilled and effective city, county, agency or district professionals who have creatively planned and carried out successful innovations in communications and marketing. 3CMA utilized judges from across the United States to review every entry and provide constructive comments on the winning entries. The list of all award winners is available online at 3cma.org.

The City of Burlington received a Savvy Award (1st Place) in the *Government Service Delivery* category for the Belong in Burlington program which judges called “creative, thoughtful, holistic and interesting.” Belong in Burlington launched in January 2017 as a program designed to help new residents fall in love with Burlington. The City created a quarterly event, hosted in Burlington’s municipal building, designed using “place attachment theory” to help new residents not only learn to love their new community, but to ultimately become engaged and involved citizens can change Burlington for the better. The next Belong in Burlington event will be October 24th at 6:00pm at 425 South Lexington Avenue, you can find more information on our website at www.BelongInBurlington.com.

The City was also recognized with a Silver Circle Award (2nd Place) in the *Communication Plan* category for the Police Recruitment Open House which judges lauded for showing “collaboration on multiple fronts” to tell the story and for being “very thorough without a lot of money invested.” The first Burlington Police Open House allowed potential recruits a first-hand look at the department, the special units they could join, access to executive staff members, information about benefits package and training, and on-site application assistance. Ultimately the event attracted 89 potential candidates, 52 of whom applied to the Department. Seven of the attendees were hired and became Burlington Police Officers. The Burlington Police Department will

continue to hold Recruitment Open Houses annually; interested individuals can find more information at www.BurlingtonNC.gov/OpenHouse.

“We are very pleased that the work of our Community Engagement Division staff has been recognized nationally,” said City Manager Hardin Watkins. “These 3CMA awards are well deserved and demonstrate our staff’s commitment to excellence and service to our community.”

The Community Engagement Division, formerly known as the Public Information Office, is responsible for serving Burlington’s residents, staff, and local media outlets by providing them with timely, abundant, and reliable information. The Division is led by Community Engagement Manager Morgan Lasater who can be reached at mlasater@BurlingtonNC.gov or at (336) 222-5073.

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Our Mission:

“The City of Burlington is dedicated to providing high quality municipal services within our diverse community in a friendly, professional and efficient manner in order to promote the safety, health, and quality of life of residents and employees.”

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